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Russia Business Etiquette

1. Based on your research, how would you greet a new customer in your country in word and gesture?

You greet with a very firm and strong handshake and direct eye contact. You say privet, hello.

2. Is there any difference between how you greet a man and how you greet a woman?

When greeting a woman, the handshake is less firm. When greeting a man, the hand shake is bone-crushing.

3. What are the tips for how to successfully conduct a conversation in your culture (body language, good manners, proximity to others, proper way to dress, etc.?

Arrive on time, not more than 15 minutes late. Take off your shoes when going indoors. You should dress nicely, and professionally with subdued colors. It is very polite to bring a small gift.

4. Is there anything specifically that you must avoid to keep from offending your hosts (topics/gestures to avoid, time to arrive, different expectations?)

Don’t act “all business”. Russians like sincerity and being social.

5. How would you take leave of (say goodbye to) your customer in word and gesture?

You say “do svidaniya” which means hello.